

## *ZEHRA'S BOUTIQUE*

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### **OVERVIEW:**

Zehra's boutique is a south Asian bridal and formal wear store. Wanting a departure from the often times unattainable runway price tags, we took our passion for South Asian formalwear, rich fabrics, along with age-old artisanal craftsmanship, and incorporated them into a more accessible, affordable and wearable brand. Each piece is handcrafted in small quantities, undergoing an intricate and detailed process which calls for hours of painstaking and dedicated work. Our clients would have the option to buy ready to wear clothing designed by myself or they can customize a dress. Clients can show images from magazines or online sources for inspiration. A bespoke dress means that each dress is designed and made especially for you. All designs are made by our dedicated team of highly experienced and fully qualified dressmakers, and are never replicated, meaning that your dress is truly your own – and that is the part that is most special. Also, we have a renting option as well. So if clients just need to borrow a dress for an occasion, they can rent it. All dresses, both bridal and formal, are couture, hand-made by our ateliers in Queens, New York.

**LOCATION:** 8508 Pitkin Ave, Ozone Park, New York 11417

### **EDUCATION:**

1. Bachelors in Fashion Design from Fashion Institute of Technology – Year 2018
2. Associates in Fashion Marketing from New York City College of technology - Year 2016

### **EXPERIENCE:**

1. Worked as a tailor at Junaid Jamshed: January 2016 – June 2018
2. Worked as a cashier at Zara: March 2015 – December 2016
3. Worked as a cashier at a Florist store: October 2014 – February 2015

### **AMOUNT OF LOAN:**

125,000 for 5 years at a 5% interest

Bank name: Wells Fargo Bank

Monthly payments: 2,358.90

Credit Score: 680

## **Competitive Advantage**

### **LOCATION**

Zehra's boutique will be located on 8508 Pitkin Ave, Ozone Park, New York. The location itself will give me lots of customers because the population of south Asians living in that area. Also, it's a very visible store location, so I won't be needing to do much marketing. Another reason the location is great because there isn't much south Asian apparel clothing in that specific area and some don't offer the same service as my business will. Usually, many people have to go to Brooklyn or even farther to long island, so having one in ozone park will allow those customers to not travel far. For transportation, there is a q7 nearby and as well as a train so clients have access to coming through public transportation. Since the area is within the border of queens and Brooklyn, I'll be having customers from queens and Brooklyn.

### **QUALITY**

Zehra's boutique will be offering quality products such as:

-Apparel: offer a variety of dresses, different styles such as lengha, sari, sharwal kameez, and anarkali.

-Fabrics: we will be having a different set of fabrics for each season. We only keep good quality fabrics and a huge range such as silk, satin, georgette, cotton, polyester, lace, embroidered fabric, etc.

And quality service such as:

-Renting a dress: some clients just want a dress just for a one-time occasion. So clients can just rent a dress. They can only rent from the ready to wear rental section. It's inexpensive for clients as well.

-Bespoke a dress: creating a dress that you want and that's unique. Nobody ever wants to go to out for an occasion and find someone having the dress as them. So making your own will be fun and fit to your style.

-Alterations: clients can have the ready to wear custom fit to their size. Which can be done on the day they purchase.

## **SIZE CHART**

Our collections are ready to wear. We advise all clients to come to our tailor that is always available to further tailor the garments to their liking. Clients are able to easily size down their garment as our sizes run large. If they would like detailed specifics such as arm, collar and hip dimensions on a particular piece, clients can ask for it on the garments they buy. Our measurements are indicated below.

TOPS	CHEST 28" - 41" inches
BOTTOMS	TROUSER 39" - 41" inches
	GHARA/SHARARA 44" - 45" inches
GOWNS	FLOOR LENGTH 57" - 58" inches

-All tops have an additional margin of 2 inches for alterations.

## **PROCESS OF BESPOKE DRESSES (made to order)**

-At your first meeting with me, your inspirations, silhouettes, fabrics, embellishments and their costs will be discussed.

-I will then start to sketch some initial ideas to help you visualize your dress.

-Your measurements will also be taken so that pattern drafting can begin.

-A deposit of 50% is required so that work can commence.

-While patterns and silhouette will be in progress, we can still build upon the design with tweaks and embellishments.

-Time frames -Bespoke formalwear will take about 3 – 5 weeks and Bespoke bridals will take about 2 – 4 months

## **MY COMPETITION**

The competition I will be having is other small boutiques located in Brooklyn and some in Hillside, Queens and long island boutiques. Online boutiques will also be my competition.

I will have more of a Demand compare to my competitors because they don't offer Rentals, some don't do alterations and they don't offer a full custom dress for clients. Also, my location is unique as well and easy to spot on.

# **Marketing**

## **MARKETING MIX**

**Product:** my products will reach customer needs because everyone wants to wear a dress at a party that no one can find that's stylish when they attend parties or social events. Custom dresses are a client's very own special unique piece that no can ever find or recreate. Also, since we change our ready to wear clothing every season so customers can always expect something new to come in every season. Everything is handmade by our special dressmakers.

**Price:** We keep our prices fair to our customers so it can be easy for them to afford. So Ready to wear clothing starting point will be \$150 to \$800. If it's Bridal ready to wear, then it starts from \$500-\$1500. Rentals are affordable so if clients want to borrow for 4 days it costs \$75 and if clients want to borrow for 8 days it costs \$90. Custom dresses prices vary and to be announced

after when the client shows what kind of style they are going for and when they pick the fabrics and embellishments.

Promotion: I plan to sell services directly to my customers. I plan to have business cards that I can give to potential customers and to help raise the profile of my business. Also, I will have a catalog of every season collection I create of the ready to wear pieces and the fabrics I will be carrying according to that season. Have 2 Sales within the year, a winter and summer sale.

Place: My store location will be in Ozone park, Queens. The reason why I chose this location because there is no south Asian clothing store in that area so I will be the first.

## **MARKETING GOAL**

My marketing goal is to gain market share, to have existing customers coming back happily, and to use a small amount of money on marketing.

## **TARGET MARKET**

My target market consists of individuals that are:

- female
- ages 18-55
- that have an income of \$50,000 or higher
- that love fashion

## **INTERNAL/EXTERNAL MARKETING**

Internal marketing – after every purchase from a customer, I will ask for their email address and mail them offers such as 10 % off next purchase and email them sales I would be having and notify them that we have new ready to wear dresses for the new season so they can be aware and come back. I'll even give them referral coupons so that way my existing customers can bring in new customers.

External marketing – I'll have my business featured in south Asian newspapers so that way I can be more visible to new customers.

## **Mission Statement**

### **COMMUNITY INVOLVEMENT**

- Volunteered at a local animal shelter
- Participated at a community clean-up day – helped plant the neighborhood garden and planted trees
- Volunteered at a senior center

### **SHORT-TERM/LONG TERM GOALS**

#### Short Term Goals

- Save up \$10,000 as my down payment for a loan
- Purchase high end sewing machines
- Hire reliable tailors with a good dress making skill

#### Long Term Goals

- Try to have at least 20 customers purchasing bridal wear every month
- Increase my revenue at least 10% yearly
- Have more than 2 tailors. This will allow me to grow my business.
- Have an Online clothing website of my business that I can deliver to my clients

## 5 Year Projected Income Statement

	2020	2021	2022	2023	2024
Revenue	\$265,000	\$351,000	\$387,000	\$435,000	526,000

Expenses					
Salary	\$60,000	\$70,000	\$70,000	\$75,000	\$80,000
COGS	\$60,000	\$68,000	\$77,000	\$80,000	\$85,000
Note	\$29,000	\$29,000	\$29,000	\$29,000	\$29,000
Rent	\$38,000	\$38,000	\$40,000	\$40,000	\$40,000
Utilities	\$22,000	\$24,000	\$24,000	\$24,000	\$24,000
Insurance	\$25,000	\$25,000	\$25,000	\$25,000	\$25,000
Marketing	\$35,000	\$40,000	\$43,000	\$43,000	\$43,000
Supplies	\$32,000	\$38,000	\$43,000	\$46,000	\$48,000
Total	\$301,000	\$332,000	\$351,000	\$362,000	\$374,000
Net Profit \$ (Revenue-Expenses)	-\$41,000	\$19,000	\$36,000	\$72,000	\$152,000
Net Profit % (Netprofit/Revenue)	-15.47%	5.4%	9.3%	16.6%	28.9%

# Exit Strategy

## **CONTINUE/SELL/EXPAND**

- I would like to continue my business for the next few years. I love designing clothes so I would like keep the business continuing for a while
- I would not sell
- I would expand such as open another store in good location. Also, have my own website of my business so I can start selling clothes online and offer international delivery.